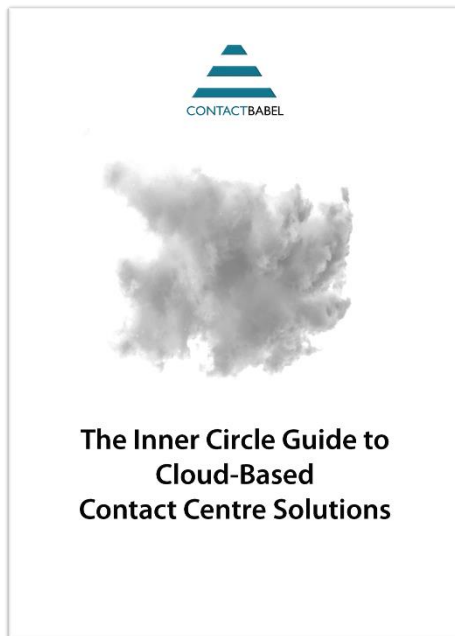




The Inner Circle Guide to Cloud-based Contact Centre Solutions



Since 2015, the use of cloud-based contact centre solutions has risen by 54% in the UK and 52% in the US.

Businesses show no signs of slowing down their move to cloud-based solutions, away from traditional on-premise deployments.

With the future of the contact centre industry said to involve remote & hybrid working for the foreseeable future, cloud is very much in the ascendancy for many businesses.

“The Inner Circle Guide to Cloud-based Contact Centre Solutions” draws on surveys with hundreds of contact centres and thousands of consumers, providing unrivalled insight for organisations which want to understand how to alleviate the risks and maximise the opportunities that cloud-based contact centre solution bring to the customer contact industry.

Report sponsors benefit from:

- Being able to **market to the report’s downloaders**, with full GDPR-level consent. Details include email address, phone, contact centre size, vertical market and interest in purchasing specific technology solutions in the next 12 months. **Downloaders are provided for a minimum of 12 months**
- Providing **prominent branding, advertising and market education content** throughout the report, and directly answering the questions businesses put to us about cloud-based contact centre solutions
- Receiving both **UK and US own-brand versions of the full report for your own use and distribution**, providing you with the hard data and insight to influence your prospective customers.

Sponsors of **Inner Circle Guides** get a credible platform to explain their products and solutions, as well as widespread access to decision-makers who are already interested in these solutions.

The report will be launched on May 28th 2024, with sponsors’ artwork & copy due on May 22nd.



The report will provide the hard data and actionable insights that businesses need to make decisions. Areas covered within the report include:

Cloud: What Is It and Who’s Using It?

- Evolution or Revolution?
- Cloud Usage by Vertical Market and Contact Centre Size
- Use of Cloud-Based Contact Centre Functionality
- Call Routing
- Call Recording
- IVR / Speech Recognition
- CRM / Agent Desktop
- Workforce Management
- Automated Outbound Dialling
- Interaction Analytics
- The Impact of AI on the Cloud Model

- Functionality
- Security
- Cloud and PCI Compliance
- Control
- Inhibitors, Customisation and Integration
- Results of Using Cloud

Cloud Implementation and Usage

- Pre-Implementation
- Performance & Reliability
- ROI, TCO & Pricing
- Vendor Requirements
- Cloud Decision-Makers
- Proof of Concept and Trials
- Implementation
- Timescales
- Implementation Success and Pitfalls
- The Future of Cloud-based Contact Centre Solutions

Drivers and Inhibitors for Cloud

- Financial
- Supporting Digital Transformation
- Flexibility & Agility
- Supporting Remote & Hybrid Working

COSTS AND BENEFITS

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full-page entry, logo, hyperlink & contact details	✓	✓	✓	✓
Full-page advert, with hyperlinks if required		✓	✓	✓
Own-brand version of the full report for your website & distribution			✓	✓
Full contact details of downloaders of the report for a minimum of 12 months (with GDPR-level consent)				✓
Full-page case study or thought leadership article within the report				✓
Front-page branding				✓
Cost	£500	£1,500	£2,750	£3,750



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